

# Cooperative Marketing

Program Summary for the Fiscal  
Year Ending June 30, 2011

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Division of Tourism

*Working together* to lead Missouri in becoming one of America's most memorable tourist destinations.

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## SECTION I. PROGRAM OVERVIEW AND ANALYSIS FY1995 THROUGH FY2011

The Division of Tourism Cooperative Marketing Program has awarded \$44.4 million toward the support of local performance-based tourism marketing projects since its inception in fiscal year 1995. The program funds qualified projects that align with the division's strategies and markets to achieve the program goals on a dollar for dollar matching funds basis. Year after year, the program sets superior industry standards that have been widely emulated.

### *Program Goals:*

- Extend the Division of Tourism marketing resources through participation in countywide strategic leisure travel marketing partnerships
- Support qualified performance-driven projects designed to increase tourism expenditures in Missouri
- Provide incentive and opportunity for growth and improvement in county and regional marketing efforts with an emphasis on incremental over-night stays.

### *Administration:*

The Division of Tourism administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and with recommendations from an active industry advisory committee.

### *Division of Tourism Regions:*

Figure 1 illustrates the Missouri Division of Tourism vacation regions. Cooperative Marketing funding is tracked by these regions as well as by county.

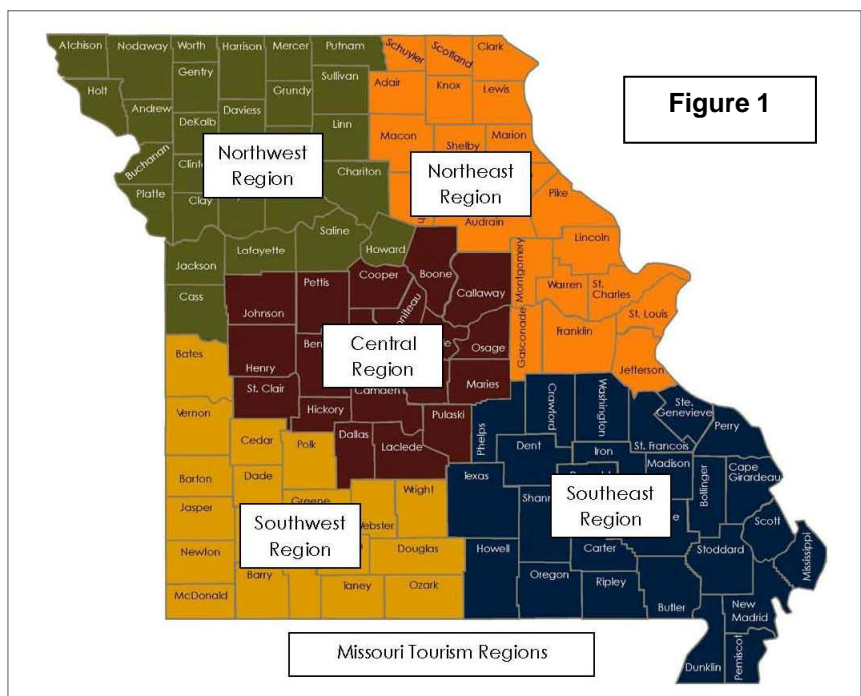
### *Cooperative Marketing Advisory Committee:*

The Cooperative Marketing Advisory Committee, comprised of industry professionals, provides ongoing insight into the tourism marketing needs of the industry. Regional representation is one of the criteria for the committee member selection.

### *Strategic Planning:*

The division continually reviews and assesses eligible marketing activities, program requirements and reporting systems. The analysis of past performance provides valuable information for the planning and design of future programs. In this spirit, strategic planning meetings are held

each year with the advisory committee to identify improvements for future years. The division strives to ensure that the Cooperative Marketing Program both meets the needs of the tourism industry as well as Missouri



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taxpayers. The program must be a constant work-in-progress so that it can continue to meet new objectives in an ever-changing marketplace.

### History:

Through the end of the 2011 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with state funding awards of approximately \$44.4 million for advertising and marketing projects totaling more than \$90 million.

**Figure 2**

FY95-11 Awards/Reimbursements by Tourism Region			
Tourism Region	# of Projects	Awards (Millions)	Reimbursements (Millions)
Central	241	\$7.6	\$7.0
Northeast	251	\$10.2	\$9.4
Northwest	287	\$10.2	\$9.2
Southeast	155	\$1.4	\$1.1
Southwest	211	\$15.0	\$14.1
<b>Total FY95-11</b>	<b>1145</b>	<b>\$44.4</b>	<b>\$40.8</b>

**Figure 2** illustrates the totals of FY1995 through FY2011 program awards and reimbursements by each of our five tourism regions.

**Figure 3** reflects the total budgets of approved projects by marketing activity type for the period FY1995 through FY2011. Media advertising, which includes the placement of destination advertising in print, broadcast and internet outlets.

### Areas of Focus:

The Missouri Cooperative Marketing Program provides reimbursement of up to 50% of eligible expenses incurred by certified DMOs for the fulfillment of approved tourism marketing projects designed to increase the

economic impact of tourism throughout Missouri. To be considered tourism marketing, a project must specifically target the potential visitor who must travel a minimum of fifty miles to reach the destination. The four general areas of focus for funding available through the co-op program are 1) marketing to the leisure traveler, 2) marketing to the media 3) marketing to the event planner, and 4) tourism research.

**Figure 3**

FY95-11 Awards by Marketing Activity			
Marketing Activity	Budget Totals (Millions)	% of Budget	
Media Advertising	\$76.9	86%	
Collateral Material Development & Printing	\$4.9	5%	
Billboards, PR, Audio Visual Materials Web Sites, Direct Advertising, & Other Mktg. Activities	\$5.3	6%	
Production & Other Non-marketing Activities	\$2.9	3%	
<b>Total Awards</b>	<b>\$90.0</b>	<b>100%</b>	

**1. Marketing to the Leisure Traveler** – Performance-based tourism marketing projects that target the leisure traveler are the primary focus of the Cooperative Marketing Program. The following categories provide funding opportunities designed to satisfy a wide-variety of marketing needs.

- Missouri Jewels Program – Technical assistance and funding for the development of an appropriate tourism Web site or printed marketing piece.
- Civil War 150 Promotion - This program matches funds for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War sites and sesquicentennial events and attractions.
- Small Project Marketing - Simplified category for small projects and a variety of tourism marketing activities.
- Leisure Travel Marketing - Various tourism marketing activities.

- Destination Advertising - Media advertising only restricted to ad placement in approved media & markets.

## 2. Marketing to the Media – Leisure Travel Focus

- Public Relations – Marketing to the media through contracted public relations services that encourage positive media coverage with a leisure travel focus.

## 3. Marketing to the Event Planner

- Convention Marketing – Marketing that targets the meeting conference planner to attract new business that does not typically meet in Missouri.
- Amateur Sports Marketing – Marketing that targets the sporting event planner to attract new business that does not typically meet in Missouri.

**4. Tourism Research** – This category provides matching funds for the implementation of approved tourism research projects that identify markets and targets or measure marketing outcomes.

**Figure 4** presents the overall program awards and reimbursements by marketing focus from FY1995 through FY2011.

Figure 4 FY95–11 Award History by Marketing Focus				
Marketing Focus	Number of Projects	% of Total Awards	Awards (Millions)	Reimbursements (Millions)
Marketing to the Leisure Traveler	955	89%	\$39.3	\$36.4
Marketing to the Media	10	1%	\$.3	\$.3
Marketing to the Event Planner	144	10 %	\$4.7	\$4.0
Tourism Research	36	0%	\$.1	\$.1
<b>Totals FY1995 through FY2011</b>	<b>1145</b>	<b>100%</b>	<b>\$44.4</b>	<b>\$40.8</b>

## SECTION II. FY2011 PROGRAM OVERVIEW

### *Changes in the FY2011 Program:*

The FY2011 continued the move toward regional, performance-based marketing partnerships encourages focus on broader-based marketing messages to promote Missouri tourism, establishes performance benchmarks and enables more precise outcome measurement that was begun in the 2009 fiscal year.

### *FY2011 Analysis:*

MDT approved 44 tourism-marketing projects totaling approximately \$3.1 million. Of that total award, 97.5% percent was paid out for approved marketing costs. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$6.2 million in marketing to promote Missouri as a premier tourism destination.

Ninety-two percent of the Cooperative Marketing Program in FY2011 dollars purchased media advertising which includes destination advertising on television, radio, magazines, newspapers and websites.

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The remaining amount was used for a variety of tourism marketing activities including billboard lease; press tours; tradeshow participation; electronic marketing; website development; the design, printing and distribution of collateral materials; research; production; audio visual material development and distribution; and booth purchases.

**Figure 5** illustrates FY2011 awards by marketing activity.

<b>Figure 5</b>			
<b>FY11 Awards by Marketing Activity</b>			
<b>Marketing Activity</b>	<b>Award Totals (Millions)</b>	<b>% of Total Awards</b>	
Media Advertising	\$5.7	92%	
Collateral Material Development & Printing	\$.1	1%	
Billboards, Public Relations, Electronic Marketing, Direct Advertising, Website Development, Tradeshow Participation	\$.4	6%	
Production & Other Non-Marketing Activities	\$0	1%	
<b>Total</b>	<b>\$6.2</b>	<b>100%</b>	

**Figure 6** details the dollars that were made available and the actual dollars expended for FY2011 advertising and marketing activities presented by marketing focus and category. Approximately 91% of these co-op dollars were devoted to the marketing to the leisure traveler.

<b>Figure 6</b>			
<b>FY11 Summary of Awards/Reimbursements by Marketing Focus</b>			
<b>Marketing Focus/Application Category</b>	<b>#Contracts</b>	<b>Awarded</b>	<b>Reimbursed</b>
<b>Marketing to the Leisure Traveler</b>	<b>32</b>	<b>\$2,836,278</b>	<b>\$2,774,723</b>
Small Project Marketing-S/F	4	\$17,640	\$17,589
Small Project Marketing-W/S	5	\$18,532	\$17,440
Leisure Travel Marketing	11	\$318,644	\$284,609
Destination Advertising	9	\$2,471,060	\$2,447,457
Civil War 150 Promotion	2	\$8,500	\$5,966
MO Jewels Program	1	\$1,902	\$1,902
<b>Marketing to the Media</b>	<b>3</b>	<b>\$84,113</b>	<b>\$80,622</b>
Public Relations	3	\$84,113	\$80,622
<b>Marketing to the Planner</b>	<b>5</b>	<b>\$178,782</b>	<b>\$169,070</b>
Convention Marketing	3	\$144,788	\$141,420
Amateur Sports Marketing	2	\$33,994	\$27,650
<b>Tourism Research</b>	<b>4</b>	<b>\$12,810</b>	<b>\$11,223</b>
Tourism Research	4	\$12,810	\$11,223
<b>Totals</b>	<b>44</b>	<b>\$3,111,983</b>	<b>\$3,035,878</b>

**Figure 7** illustrates the FY2011 awards and reimbursements as received by DMOs in the five Missouri tourism regions.

<b>Figure 7 – FY11 Awards/Reimbursements by Tourism Region</b>			
<b>Region</b>	<b>Contracts</b>	<b>Awards</b>	<b>Reimbursements</b>
Central	14	\$409,679	\$393,271
Northeast	10	\$717,438	\$700,978
Northwest	10	\$769,154	\$750,123
Southwest	5	\$1,135,315	\$1,125,376
Southeast	5	\$80,397	\$66,130
	<b>44</b>	<b>\$3,111,983</b>	<b>\$3,035,878</b>

### SECTION III. FY2011 ASSESSMENT – COMBINED DATA

#### *Statistical Data:*

Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants.

#### *Outcomes for Marketing Projects that Target the Leisure Traveler:*

Ninety-one percent of the dollars awarded for co-op projects targeted the leisure traveler. Included in this group are projects funded in Destination Advertising, Leisure Travel Marketing, Small Project Marketing, Civil War 150 Promotion, and the MO Jewels Program. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project.

Leisure travel marketing and destination advertising category participants provide measurement research to support the outcomes reported. The level of research required for each project is commensurate with the marketing category and the amount of state funding provided. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

**Small Project Marketing** - DMOs with level I certification may apply for funding in this category for small leisure travel projects. Funded projects are of a limited scope with the duration of six months or less. Eligible marketing activities include media placement (magazines, newspapers, travel inserts), targeted broadcast media placement (TV, radio, cable and banner), electronic media (travel related e-brochures), brochure distribution, printing and production of collateral materials, printing and production of targeted direct mail pieces, trade show registration, billboard lease, booth acquisition and website development.

**Leisure Travel Marketing** - DMOs with level II certification may apply for matching funds annually to promote leisure travel in this category. Eligible activities are limited to print media advertising placement, targeted broadcast media advertising placement, internet advertising placement, electronic media marketing placement (travel related e-brochures), billboard lease, national or multi-state regional tradeshow registration, printing costs for direct mail pieces (group tour focus), and printing costs for pieces designed to fulfill leisure travel inquiries.

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**Destination Advertising** - DMOs with level III certification may apply for matching funds for placement costs for selected advertising targeting the leisure traveler in those markets and media approved by MDT (list provided annually). This includes the placement of selected media advertising including TV, radio, and print ads in magazines and newspapers and selected internet advertising placement. Participants must pay all production costs associated with ads placed in this category. Ads may be placed through the Division of Tourism's general market ad agency, or the participant may place the ads independently. Eligible media is limited to placement in markets and media pre-approved by the Division.

**Jewels Program** – The Missouri Jewels Program is a two year, entry-level tourism marketing program designed to assist counties that contain promising tourism assets develop sustainable tourism marketing programs. The program participant may apply for Missouri Jewels assistance for a maximum of \$2,500 matching state dollars for each of two applications, one each per fiscal year for an overall maximum of \$5,000 maximum for the development of a qualified tourism marketing brochure, tourism website and/or pre-market visitor research.

**Civil War 150 Promotion** – This program matches funds for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War sites and sesquicentennial events and attractions.

**Figure 8** presents the combined data from projects targeting the leisure traveler. The total project costs (state and local match) for FY2011 is more than \$5.7 million. Outcomes from this investment include 1.26 billion impressions, 931,331 inquiries, and 518,925 trips generated.

Figure 8			
Combined Summary Data for Projects Targeting the Leisure Traveler: Small Project Marketing , Leisure Travel Marketing, Destination Advertising, Jewels Program, and Civil War 150 Promotion			
State Dollars Awarded	\$2,836,278	Average Dollars Spent per Trip	\$779
State Dollars Reimbursed	\$2,774,963	TV Ads Placed	30,675
Local Matching Dollars	\$2,979,446	Radio Ads Placed	30,499
Total Project Costs	\$5,754,409	Newspaper Ads Placed	153
Targets In-State Markets	20%	Magazine Ads Placed	289
Targets Out-of-State Markets	80%	Billboards Leased	16
Inquiries Reported	931,331	Brochures Distributed	413,500
Gross Impressions	1,266,894,793	Trade Shows Attended	26
Projects Funded	31	Other Marketing Activities	49
Trips Generated	518,925		



***Outcomes for Marketing Projects that Target the Media:***

**Public Relations** - DMOs with level II or III certification may apply annually for matching funds for costs associated with contracted public relations services for development and distribution of media releases; press tours; media marketplaces; sales missions; media queries; press kit development; and photography and video specific to the public relations activities designed to promote leisure travel.

Figure 9 – Combined Summary Data for Projects Targeting the Media			
State Dollars Awarded	\$84,113	Media Releases Distributed	48
State Dollars Reimbursed	\$80,622	Group Press Tours Hosted	7
Local Matching Dollars	\$80,622	Individual Press Tours Hosted	25
Total Project Cost	\$161,244	Media Market Places Attended	11
Stories Attributable to the Project	567	Videos Distributed	42
Stories Anticipated	319	Press Kits Distributed	382
%Targeting In-state Market	22	Sales Missions Completed	29
% Targeting Out-of-State Markets	78	Media Queries Initiated	235

**Figure 9** summarizes the public relations category data. Public Relations comprises a small, but important segment, of the Cooperative Marketing Program categories. DMOs that do not have sufficient budget to employ public relations staff can expand their marketing reach through contracted public relations services through this category to generate media coverage.

***Outcomes for Marketing Projects that Target the Event Planner:***

Just over eight percent of the FY2011 Cooperative Marketing awards supported projects designed to influence those individuals who plan conventions, meetings and sporting events. For FY2011 the combined state and local Cooperative Marketing investment for Convention Marketing Projects was \$283,981. Participants reported that 683,736 room nights were generated by these projects.

Eligible activities are print media advertising placement; national or multi-state regional meeting and convention planner tradeshow registration costs; printing and limited production costs for collateral pieces designed to showcase destination convention and meeting facilities and amenities; purchase or lease of mailing lists; printing; limited production; and distribution of direct mail pieces targeting the planner.

**Convention Marketing** – DMOs with level II or III certification and a convention marketing designation may apply annually for matching funds for convention and meeting marketing. To qualify for funding in convention marketing, appropriate facilities must exist in the destination. These funds are allocated statewide. Projects may target only those conventions and meetings that do not typically, or on a revolving schedule, meet in Missouri. See **Figure 10**

<b>Figure 10 – Convention Marketing Summary</b>	
State Dollars Awarded	\$144,789
State Dollars Reimbursed	\$141,420
Local Matching Dollars	\$142,561
Total Project Costs	\$283,981
Magazine Ads Placed	64
Trade Shows Attended	10
Other Marketing Activities	0
Conventions Booked	619
Meetings Booked	546
Total Bookings	1,165
Number of Projects Funded	3
Total Room Nights Generated	683,736

<b>Figure 11 – Amateur Sports Marketing Summary</b>	
State Dollars Awarded	\$33,994
State Dollars Reimbursed	\$27,650
Local Matching Dollars	\$27,650
Total Project Costs	\$55,300
Magazine Ads Placed	20
Trade Shows Attended	6
Sporting Events Booked	103
Number of Projects Funded	2
Total Room Nights Generated	15,925

**Amateur Sports Marketing** – DMOs with level II or III certification and a sports marketing designation may apply annually for matching funds for amateur sporting event marketing. Appropriate facilities must exist in the destination. Funded projects may target only those sporting events that do not typically, or on a revolving schedule, meet in Missouri.

**Figure 11** – The combined local and state investment for Amateur Sports Marketing was \$55,000. The reported room nights resulting from the project totaled 15,925.

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### ***Tourism Research:***

Four DMOs utilized this category to assist with the cost of various research projects that focus on identifying markets and targets or measuring marketing outcomes such as those required in some marketing categories. See Figure 12.

**Figure 12 – Tourism Research Summary**

Number of Projects Funded	4
State Dollars Awarded	\$12,810
State Dollars Reimbursed	\$11,223
Local Matching Dollars	\$15,114
Total Project Costs	\$26,337

Certified DMOs may apply annually for matching funds for the implementation of approved tourism research projects. Research may focus on identifying markets and targets as well as measuring marketing outcomes.

The contract period is July 1 through June 30. The minimum state funding amount for these projects is \$1000 with a \$5,000 maximum.

**Figure 13 – Statistical Comparison of FY09, FY10 and FY11**

	FY09	FY09/FY10 Comparison	FY10	FY10/FY11 Comparisons	FY11
State \$\$ Awarded	\$4,093,486	-\$7,946	\$4,085,540	-\$973,558	\$3,111,982
State \$\$ Reimbursed	\$4,015,713	-\$88,747	\$3,926,966	-\$89,1328	\$3,035,878
Unused \$\$	\$77,773	\$80,801	\$158,574	-\$82,470	\$76,104
Local Matching \$\$	\$4,027,447	-\$66,153	\$3,961,294	-\$715,901	\$3,245,393
Total Project Cost	\$8,043,160	-\$154,900	\$7,888,260	-\$1,606,988	\$6,281,271
Exposure	2,090,463,735	-288,335,867	1,802,127,868	-535,378,075	1,266,749,793
Advertising Responses Reported	742,983	173,361	916,344	73,942	990,286
% Expenditures to In-state audience	25	-5	20	-1	19
% Expenditures to Out-of-state audience	75	5	80	1	81
TV Ads Placed	22,375	10,586	32,961	-2,286	30,675
Radio Ads Placed	12,190	12,834	25,024	5,475	30,499
Newspaper Ads Placed	227	-97	130	38	168
Magazine Ads Placed	539	-6	533	-160	373
Videos Distributed	0	11	11	31	42
Billboards Leased	7	1	8	8	16
Brochures Distributed	211,666	21,124	232,790	55,710	288,500
Trade Shows Attended	88	0	88	-46	42
Web Sites Developed/Updated	1	-1	0	1	1
Other Marketing Activities	77	-66	11	31	42
Contract Completion Rate	98.10%	-1.98%	96.12%	1.56%	97.68%
Number of Projects Funded	47	0	47	-3	44

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**Figure 14** summarizes the FY2011 total dollars reimbursed, most to least, along with the county designations for each participating DMO.

<b>Figure 14 - Reimbursements by Destination Marketing Organization</b>		
<b>DMO Name</b>	<b>County Designations</b>	<b>Reimbursements</b>
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$506,566.80
CVB of Greater Kansas City	Jackson	\$501,936.32
St. Louis CVC	St. Louis City	\$500,303.59
Springfield CVB	Green/Polk/Christian	\$445,164.76
Lake of the Ozarks Tri-County Lodging Association	Camden/Miller/Morgan	\$241,069.42
City of St. Charles Tourism Department	St. Charles	\$165,299.86
City of Independence - Tourism Department	Eastern Jackson	\$148,342.11
Chamber of Commerce of Table Rock Lake/Kimberling City Area	Stone	\$146,061.99
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	Buchanan	\$90,724.50
City of Columbia CVB	Boone	\$50,461.72
Jefferson City CVB	Cole	\$44,798.37
City of Lebanon	Laclede	\$36,991.25
City of Joplin CVB	Jasper	\$24,651.05
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$24,018.27
City of Sikeston d/b/a Sikeston CVB	Scott	\$23,559.09
Washington Area Chamber of Commerce	Franklin	\$22,340.09
City of Ste. Genevieve Tourism Dept.	Ste. Genevieve	\$14,061.02
City of Hermann Tourism	Gasconade	\$10,000.00
Clinton Tourism Association, Inc.	Henry	\$9,950.60
Platte County Visitors Bureau	Platte	\$6,630.50
Pulaski County Visitors Bureau	Pulaski	\$5,000.00
Warrensburg Chamber of Commerce & Visitor Center	Johnson	\$5,000.00
*Mark Twain Home Foundation	Marion	\$3,034.69
*Carthage CVB	Jasper	\$2,931.28
Rolla Area Chamber of Commerce & Visitor Center	Phelps	\$2,589.50
Marshall Chamber of Commerce	Saline	\$2,489.50
**Poplar Bluff Chamber of Commerce	Butler	\$1,902.00
Kirksville Area Chamber of Commerce	Adair	\$0.00
TOTAL REIMBURSEMENTS		\$3,035,878.28

\*Civil War 150 Promotion

\*\*Jewels Program

## SECTION IV. FY2011 ASSESSMENTS – INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2011 contract grouped by marketing category.

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-01-019-11</b>	DMO	<b>Buchanan Co. Tourism Board d/b/a St. Joseph CVB</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Leisure Marketing for Buchanan County</b>
Primary Objectives	1. To increase tourism to St. Joseph 2. To Further build the destination's email database 3. To extend the reach of the DMO's traditional marketing through online digital media campaign		

**Budget and Expenditures**

		State Dollars Reimbursed:	\$13,698.48
State Dollars Awarded:	\$14,031.55	Local Matching Dollars:	\$13,698.51
Revised Award:	\$0.00	Total Project Cost:	\$27,396.99

**Marketing Activity Information**

		Brochures Distributed	0
Magazine Ads Placed	0	Tradeshows Attended	0
Newspaper Ads Placed	0	Other Marketing Activity	9
Travel Insert Ads Placed	0	Total Circulation/Gross Impressions	810,000
Internet Ads Placed	1	Inquiries Reported	6,161
TV Ads Placed	0	Cost Per Inquiry	\$4.45
Radio Ads Placed	0	Instate Marketing	15 %
Billboards Leased	0	Out-of-State Marketing	85 %

**Project Outcomes**

Percentage Completed	98%	Did Project Achieve Objectives?
DMO Comments	Obj 1: According to the FY11 Conversion Study, overall visitation was down in Buchanan County. This may be due to the fact that more people are researching their trip online without going through the traditional requests for information and therefore cannot be captured on the study; however, year to date hotel occupancy is up 4% over FY10 to 69%. Obj 2: With the help of the Lead Generator program, the destination email database was increased from 5,480 in July 2010 to 10,267 in June 2011. Obj 3: The reach of the DMO's traditional marketing was extended to a new online audience through the Lead Generator, i-brochure and the Kansas City Seasonal email programs.	
Impact of Co-op Project	The Lead Generator provided us with approximately 3,237 emails and we have already begun marketing to them through our monthly e-newsletter. The Kansas City online direct programs provided us with 5,251 leads and vacationfun.com continues to be a top referrer to our website. We feel this was very successful in marketing our destination and providing us with ways to continue a conversation with travelers.	
Outcome Effect on Future Marketing	We will be continuing with these programs in FY12 because they are meeting objectives of building our email database and allowing us to reach new audience. We will also continue with the programs that have proven the largest conversion and return on investment. However, we are also keenly aware that visitors may not be requesting visitor information in a traditional way. While inquiries are down, we will continue to track web visits, visitation, and occupancy.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	17.40%	*Visitors Expenditures:	\$704,304.00
*Visits Generated:	1,072	*Return on Investment (ROI):	\$25.71

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-04-017-11</b>	DMO	<b>Platte County Visitors Bureau</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Platte County Regional Leisure Travel Collateral</b>
Primary Objectives	1. Increase weekend hotel occupancy rate by 2% 2. Increase weekend RevPAR rate by 2% 3. Increase weekend ADR by 2%		

**Budget and Expenditures**

State Dollars Awarded:	\$10,614.63	State Dollars Reimbursed:	\$6,630.50
Revised Award:	\$0.00	Local Matching Dollars:	\$6,630.50
		Total Project Cost:	\$13,261.00

**Marketing Activity Information**

Magazine Ads Placed	0	Brochures Distributed	150,000
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	150,000
TV Ads Placed	0	Inquiries Reported	11,636
Radio Ads Placed	0	Cost Per Inquiry	\$1.14
Billboards Leased	0	Instate Marketing	25 %
		Out-of-State Marketing	75 %

**Project Outcomes**

Percentage Completed	62%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Occupancy rates increased each month compared to previous year, over 2% average. Obj 2: RevPar rates increased each month compared to previous year, over 2% average. Obj 3: ADR rates increased each month compared to previous year, but under 2% average objective.	
Impact of Co-op Project	The Platte County Regional Leisure Travel Collateral project produced 150,000 full color Platte County Visitors Guide that showcased the area with photos, maps and information useful to potential leisure travelers. The Visitors Guide is an ad fulfillment piece and to date 11,636 guides have been mailed out in response to ad requests. The Visitors Guide has also been distributed across the state of Missouri and throughout the Kansas City area to Welcome Center and CVB offices.	
Outcome Effect on Future Marketing	With a cost per inquiry of \$1.25 and return on investment of \$.80, the Visitors Guide will remain a part of future marketing projects, but will not be reprinted each year. Social media, web and electronic media will be explored for future marketing projects for cost considerations and expanded reach. Print collateral pieces and print ads will be reviewed on annual basis for costs and reach potential versus alternative marketing/advertising opportunities.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-06-014-11</b>	DMO	<b>Jefferson City CVB</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Capital City Leisure FY11</b>
Primary Objectives	1. Maintain lodging tax revenues 2. Increase occupancy 3. Increase number of unique visitors to the website		

**Budget and Expenditures**

State Dollars Awarded:	\$31,209.00	State Dollars Reimbursed:	\$28,810.88
Revised Award:	\$0.00	Local Matching Dollars:	\$28,810.91
		Total Project Cost:	\$57,621.79

**Marketing Activity Information**

Magazine Ads Placed	16	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	6
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	2,376,527
TV Ads Placed	0	Inquiries Reported	7,700
Radio Ads Placed	0	Cost Per Inquiry	\$7.48
Billboards Leased	2	Instate Marketing	14 %
		Out-of-State Marketing	86 %

**Project Outcomes**

Percentage Completed	92%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Lodging tax revenues were down slightly this year, but not as far down compared to other communities. Obj 2: Occupancy was also down, likely due to the economic conditions. Obj 3: The number of unique visitors increased during the fiscal year.	
Impact of Co-op Project	The Cooperative Marketing Program project gave us the ability to advertise in more places than what is available in our budget and attend bigger tradeshows.	
Outcome Effect on Future Marketing	The results helps us find what media outlets are working and which ones are not as good. It helps us determine where the marketing trends are going and how to improve our future plan.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-06-028-11</b>	DMO	<b>City of Lebanon</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Lebanon: Laclede County LTM Campaign</b>
Primary Objectives	1. To position Lebanon/Laclede County as a destination, not just an I-44 pass through/stop-over 2. To attract new visitors to the area 3. To increase visitors' overnight stays and travel expenditures		

**Budget and Expenditures**

State Dollars Awarded:	\$28,416.50	State Dollars Reimbursed:	\$24,069.47
Revised Award:	\$0.00	Local Matching Dollars:	\$24,069.49
		Total Project Cost:	\$48,138.96

**Marketing Activity Information**

Magazine Ads Placed	9	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	5
Travel Insert Ads Placed	0	Other Marketing Activity	1
Internet Ads Placed	0	Total Circulation/Gross Impressions	28,218,563
TV Ads Placed	3,255	Inquiries Reported	6,422
Radio Ads Placed	0	Cost Per Inquiry	\$10.26
Billboards Leased	2	Instate Marketing	25 %
		Out-of-State Marketing	75 %

**Project Outcomes**

Percentage Completed	85%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Last quarter of FY11 a television ad was ran over 3,000 time in several markets across the state showcasing Lebanon/Laclede County as a Naturally Fun place to visit and vacation. Visitor registry from Route 66 Museum states number of visitors were up nearly 10% from FY12 with the majority being out of state or international visitors. Obj 2: Hosted several new venues that brought new visitors to the area, State Horseshoe Pitchers Competition and Heart of America Single Square Dancers Association State Convention. Obj 3: Brumley event was so well attended by visitors that Laclede County was unable to meet the need of overnight stays for the four day event. Several new weekend venues helped increase overnight stays.	
Impact of Co-op Project	Because of the Cooperative Marketing Program, our marketing budget doubled. This allowed us to expand our television media marketing by running over 3,000 thirty second ads in key marketing areas across the state. It enabled us to participate in tradeshows that allowed us to network and answer questions with potential visitors as to attractions. We will continue use of our visitors guide and visitor calendar campaigns to reach even more potential visitors as well as obtain repeat visitors.	
Outcome Effect on Future Marketing	Our marketing activities were successful. We will continue to attend tradeshows, print advertising in various magazines and continue our internet outreach campaign.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	3.90%	*Visitors Expenditures:	\$31,409.00
*Visits Generated:	211	*Return on Investment (ROI):	\$0.48

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-06-030-11</b>	DMO	<b>City of Columbia CVB</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Columbia LTM Co-op Campaign FY11</b>
Primary Objectives	1. To position Columbia as an exciting destination; not just an I70 drive through 2. Change perception of Columbia from a college town to a diverse vacation getaway for ages 25 plus 3. To increase overnight stays and tourism spending		

**Budget and Expenditures**

State Dollars Awarded:	\$52,361.50	State Dollars Reimbursed:	\$50,461.72
Revised Award:	\$0.00	Local Matching Dollars:	\$50,461.72
		Total Project Cost:	\$100,923.44

**Marketing Activity Information**

Magazine Ads Placed	4	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	2	Other Marketing Activity	0
Internet Ads Placed	1	Total Circulation/Gross Impressions	9,614,067
TV Ads Placed	0	Inquiries Reported	13,871
Radio Ads Placed	412	Cost Per Inquiry	\$7.28
Billboards Leased	2	Instate Marketing	70 %
		Out-of-State Marketing	30 %

**Project Outcomes**

Percentage Completed	96%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Consistently highlighting unique ways to experience Columbia with the "Find Your Fun" message. Obj 2: Highlighting Columbia's unique festivals, shopping, dining and cultural activities that appeal to the 25 plus demographic. Obj 3: Lodging tax receipts increased 9.5% in FY11 versus FY10 and tourism spending in Boone county increased by 4.9% in FY11 versus FY10.	
Impact of Co-op Project	Partnering with the Missouri Division of Tourism allows us to expand our marketing reach by increasing the pool of available marketing funds to promote Columbia as an exciting unique destination.	
Outcome Effect on Future Marketing	We plan to utilize more digital marketing to reach the Tec savvy 25 plus visitors. We will implement better tracking mechanisms to better compare results. We will continue to highlight the various unique ways to build your own fun Columbia experience.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	21.00%	*Visitors Expenditures:	\$1,082,539.77
*Visits Generated:	2,613	*Return on Investment (ROI):	\$10.73

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-06-031-11</b>	DMO	<b>Lake of the Ozarks Tri-County Lodging Association</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Lake of the Ozarks Leisure Travel Marketing</b>
Primary Objectives	1. To position the Lake of the Ozarks as a golf destination 2. To increase awareness of the Lake of the Ozarks Golf Trail brand 3. To attract more golfers to the Lake of the Ozarks from Missouri and targeted out of state markets		

**Budget and Expenditures**

State Dollars Awarded:	\$54,943.37	State Dollars Reimbursed:	\$52,308.47
Revised Award:	\$0.00	Local Matching Dollars:	\$52,308.48
		Total Project Cost:	\$104,616.95

**Marketing Activity Information**

Magazine Ads Placed	13	Brochures Distributed	30,000
Newspaper Ads Placed	2	Tradeshows Attended	15
Travel Insert Ads Placed	2	Other Marketing Activity	1
Internet Ads Placed	0	Total Circulation/Gross Impressions	168,227,603
TV Ads Placed	7,100	Inquiries Reported	13,588
Radio Ads Placed	0	Cost Per Inquiry	\$7.70
Billboards Leased	6	Instate Marketing	55 %
		Out-of-State Marketing	45 %

**Project Outcomes**

Percentage Completed	95%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Marketing message focused on overnight stays through overnight golf packages. Obj 2: New graphics and marketing message featured Lake of the Ozarks Golf Trail. Obj 3: Advertised in Jefferson City, Columbia, Kansas City, St. Louis and Des Moines.	
Impact of Co-op Project	The Cooperative Marketing Program project created an effective branding campaign for Lake of the Ozarks Golf Trail. It produced a professional 30 second television commercial. Implemented an integrated marketing campaign with cooperative marketing funding. Leased five billboards that helped us promote our brand and also communicate with Missourians.	
Outcome Effect on Future Marketing	Columbia, Milwaukee, Cedar Rapids and Lincoln will be targeted heavily in the future with advertising. Lake of the Ozarks Golf Trail packages will continue to be promoted to increase the number of overnight stays. We are putting a stronger emphasis on our face book page, should be able to reach a younger audience.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	13.30%	*Visitors Expenditures:	\$2,838,200.00
*Visits Generated:	2,300	*Return on Investment (ROI):	\$27.13

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-07-005-11</b>	DMO	<b>Washington Area Chamber of Commerce</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Washington/Franklin Advertising</b>
Primary Objectives	1. Increase number of leisure market travelers from Kansas City and the state of Kansas by 15% 2. Increase number of tour groups stopping in Franklin County by 2% 3. Maintain number of leisure market travelers who include overnight stay in their visits		

**Budget and Expenditures**

State Dollars Awarded:	\$26,133.67	State Dollars Reimbursed:	\$22,340.09
Revised Award:	\$0.00	Local Matching Dollars:	\$22,340.11
		Total Project Cost:	\$44,680.20

**Marketing Activity Information**

Magazine Ads Placed	14	Brochures Distributed	8,500
Newspaper Ads Placed	3	Tradeshows Attended	0
Travel Insert Ads Placed	4	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	9,645,648
TV Ads Placed	0	Inquiries Reported	17,802
Radio Ads Placed	0	Cost Per Inquiry	\$2.51
Billboards Leased	2	Instate Marketing	47 %
		Out-of-State Marketing	53 %

**Project Outcomes**

Percentage Completed	85%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Visitors from Kansas city and the state of Kansas had increased over 2%. Obj 2: Tour groups stopping in Franklin County increased by 2%. Obj 3: We actually saw a slight increase in leisure market travelers with overnight stays.	
Impact of Co-op Project	Although we still get our largest amount of visitors from the St. Louis area, increased coverage of the Kansas City and state of Kansas target areas has shown an increase in the number of inquiries, visitors, and visitors staying at least one night in a lodging facility.	
Outcome Effect on Future Marketing	There is no way to quantify our return on investment with billboards, so they will not be included in our FY13 project. Group Tour continues to have higher cost per inquiry, but gives us more visits than most publications, we will continue this publication. The use of our website to capture interest is the most economical means, we will expand on this in the future.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-08-016-11</b>	DMO	<b>City of Joplin CVB</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>JCVB FY2011 Leisure CMP</b>
Primary Objectives	1. Assist hotel properties to generate room night sold 2. Market Jasper and Newton Counties for leisure travelers 3. Expanded awareness of county and city hosted tourism websites		

**Budget and Expenditures**

State Dollars Awarded:	\$25,078.64	State Dollars Reimbursed:	\$24,651.05
Revised Award:	\$0.00	Local Matching Dollars:	\$24,651.06
		Total Project Cost:	\$49,302.11

**Marketing Activity Information**

Magazine Ads Placed	10	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	94,082,000
TV Ads Placed	0	Inquiries Reported	21,515
Radio Ads Placed	0	Cost Per Inquiry	\$2.29
Billboards Leased	0	Instate Marketing	30 %
		Out-of-State Marketing	70 %

**Project Outcomes**

Percentage Completed	98%	Did Project Achieve Objectives?
DMO Comments	Obj 1: These ads sparked an increase interest of seasonal travelers. Obj 2: Positive attention was drawn to the "knowswmo.com" campaign through print and web information. Obj 3: Both Joplin and Carthage web based inquires saw increases.	
Impact of Co-op Project	The objective of the "Know SW MO" campaign showed great initial activity, but following the May 22nd EF-5 tornado no accurate measurement could be determined. Joplin was in the news and on the map, but more because of recovery efforts than any single marketing campaign. Prior to the storm, a high amount of traffic was being tracked. We know that to date, following the May 22nd tornado we have had over 113,000 registered volunteers come to Joplin to help in the recovery effort and many displaced families for many weeks in our hotels. To say the way to increase your tourism numbers is to have a natural disaster is not the case at all, but from a revenue view, our hotel receipts were up 19% over FY10.	
Outcome Effect on Future Marketing	Early numbers were assumed for the entire year. Past history in a normal weather year was used. Lessons have been learned as to how an act of nature impacts local tourism.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-10-007-11</b>	DMO	<b>City of Sikeston d/b/a Sikeston CVB</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Scott County Leisure Travel Market Campaign 2011</b>
Primary Objectives	1. Develop promotions to entice weekend and overnight travelers to Scott County 2. Attract new visitors 3. Increase overnight stays and bed tax receipts		

**Budget and Expenditures**

State Dollars Awarded:	\$24,527.50	State Dollars Reimbursed:	\$23,559.09
Revised Award:	\$0.00	Local Matching Dollars:	\$23,559.10
		Total Project Cost:	\$47,118.19

**Marketing Activity Information**

Magazine Ads Placed	1	Brochures Distributed	5,000
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	4	Other Marketing Activity	8
Internet Ads Placed	2	Total Circulation/Gross Impressions	22,266,337
TV Ads Placed	0	Inquiries Reported	44,068
Radio Ads Placed	0	Cost Per Inquiry	\$1.07
Billboards Leased	2	Instate Marketing	7 %
		Out-of-State Marketing	93 %

**Project Outcomes**

Percentage Completed	96%	Did Project Achieve Objectives?
DMO Comments	Obj 1: As evidenced by local vendor participation and increased inquiries. Obj 2: FY11 visitor inquiries increased by more than 225% over those received in FY10. Obj 3: Scott County FY11 bed tax collections increased 10.1% over the prior year's collections.	
Impact of Co-op Project	The Cooperative Marketing program assisted in the following positive ways; Visitor inquiries are up more than 225% over the prior year. County wide bed tax receipts are up 10%. Use of the VacationFun.com Sweepstakes promotion with e-blasts allowed us to capture email addresses. This database is being used to generate a quarterly in-house e-blast detailing local events and festivals. Use of the I-brochure provides interested persons with immediate feedback, reducing both processing expense and response time. The majority of the travelers to Missouri do so via automobile, with the strategic placement of billboards on I-55 provides on going name recognition and supports branding efforts.	
Outcome Effect on Future Marketing	The overwhelming success of the FY11 campaign validates the changes made to the marketing plan. Print advertising will focus on insert advertising in lieu of placement in specific St. Louis and Memphis publications. Results reinforce electronic marketing strategies. The use of Internet, e-blast and mobile applications will be expanded in future marketing projects.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-10-021-11</b>	DMO	<b>City of Ste. Genevieve Tourism Dept.</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Ste. Genevieve .....Ouill</b>
Primary Objectives	1. Increase tourism related sales in Ste. Genevieve County 2. Increase the number of visitors to area attractions/businesses 3. Increase the number of overnight visits.		

**Budget and Expenditures**

State Dollars Awarded:	\$21,373.50	State Dollars Reimbursed:	\$14,061.02
Revised Award:	\$0.00	Local Matching Dollars:	\$14,061.03
		Total Project Cost:	\$28,122.05

**Marketing Activity Information**

Magazine Ads Placed	14	Brochures Distributed	70,000
Newspaper Ads Placed	2	Tradeshows Attended	0
Travel Insert Ads Placed	1	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	5,123,032
TV Ads Placed	0	Inquiries Reported	1,513
Radio Ads Placed	0	Cost Per Inquiry	\$18.59
Billboards Leased	0	Instate Marketing	15 %
		Out-of-State Marketing	85 %

**Project Outcomes**

Percentage Completed	66%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Not met. Obj 2: Individual visitors increased 6% and group tours increased 3% over FY10. Obj 3: Income from the city tourism lodging tax increased 2% over FY10.	
Impact of Co-op Project		
Outcome Effect on Future Marketing	The change to AAA publications and Group Travel increased lead inquiries over FY10. Advertising to a wider market and advertising website for more information led to 60,792 page views, a 1305% increase over FY10. Tax revenue reflected a slight increase over FY10 and a visitor survey has begun to track expenditures and return on investment.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-10-022-11</b>	DMO	<b>Cape Girardeau Chamber of Commerce/CVB</b>
Category:	<b>Leisure Travel Marketing</b>	Project:	<b>Cape Girardeau: Have We Got a Story to Tell</b>
Primary Objectives	1. Continue to build awareness of Cape Girardeau as a destination market 2. Stabilize hotel and restaurant tax collections, anticipating zero growth 3. Increase length of visitor stay and spending		

**Budget and Expenditures**

State Dollars Awarded:	\$29,954.00	State Dollars Reimbursed:	\$24,018.27
Revised Award:	\$26,097.86	Local Matching Dollars:	\$24,018.27
		Total Project Cost:	\$48,036.54

**Marketing Activity Information**

Magazine Ads Placed	18	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	1	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	12,127,798
TV Ads Placed	0	Inquiries Reported	15,775
Radio Ads Placed	0	Cost Per Inquiry	\$3.05
Billboards Leased	0	Instate Marketing	30 %
		Out-of-State Marketing	70 %

**Project Outcomes**

Percentage Completed	80%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Strong marketing efforts with more than 10 million impressions. Obj 2: Very strong year with tax collections up 4.95% versus the previous year. Obj 3: Three new destination development projects opened in FY11.	
Impact of Co-op Project	The Cooperative Marketing Program allows us to expand our marketing efforts through both reach and frequency. The support is invaluable!	
Outcome Effect on Future Marketing	No response provided.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-01-045-44</b>	DMO	<b>Buchanan Co. Tourism Board d/b/a St. Joseph CVB</b>
Category:	<b>Destination Advertising</b>	Project:	<b>Destination Marketing for Buchanan County</b>
Primary Objectives	1. To generate visitor related economic impact for the Buchanan County and Northwest Missouri region 2. Utilize print, broadcast and online media to increase the visibility of St. Joseph 3. Advertise in publications which have seen best return on investment and offer online components.		

**Budget and Expenditures**

State Dollars Awarded:	\$74,038.53	State Dollars Reimbursed:	\$74,038.52
Revised Award:	\$0.00	Local Matching Dollars:	\$74,965.80
		Total Project Cost:	\$149,004.32

**Marketing Activity Information**

Magazine Ads Placed	30	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	3	Other Marketing Activity	1
Internet Ads Placed	6	Total Circulation/Gross Impressions	37,675,603
TV Ads Placed	0	Inquiries Reported	32,344
Radio Ads Placed	200	Cost Per Inquiry	\$4.61
Billboards Leased	0	Instate Marketing	5 %
		Out-of-State Marketing	95 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: According to the FY11 Conversion Study, overall converted visitation was down in Buchanan County. This may be due to the fact that more people are researching their trip online without going through the traditional requests for information and therefore cannot be captured on the study. However, year to date hotel occupancy is up 4% over FY10 to 69%. Obj 2: This program enabled us to advertise in multi-platform mediums; print, broadcast, and online. Obj 3: This program also allowed us to continue advertising in publications with a greater return on investment.	
Impact of Co-op Project	The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO. These advertising purchases resulted in more inquiries than could have been generated alone, especially in the continued struggling economy that we saw in FY11.	
Outcome Effect on Future Marketing	We will review these results and continue with the programs that have proven the largest conversion and return on investment. However, we are also keenly aware that visitors may not be requesting visitor information in a traditional way. We believe our conversion rate is down due in part to the 25% reduction in funding by MDT in FY11, as well as the current state of the economy.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	17.40%	*Visitors Expenditures:	\$3,698,253.00
*Visits Generated:	5,629	*Return on Investment (ROI):	\$24.82

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-04-039-44</b>	DMO	<b>City of Independence - Tourism Department</b>
Category:	<b>Destination Advertising</b>	Project:	<b>Independence Attractions Marketing</b>
Primary Objectives	1. Increase the number of overnight stays by 3% 2. Increase the amount of overnight expenditures by 3% 3. Increase the economic impact of these markets by 3%		

**Budget and Expenditures**

State Dollars Awarded:	\$147,465.69	State Dollars Reimbursed:	\$143,368.11
Revised Award:	\$0.00	Local Matching Dollars:	\$143,368.13
		Total Project Cost:	\$286,736.24

**Marketing Activity Information**

Magazine Ads Placed	25	Brochures Distributed	0
Newspaper Ads Placed	10	Tradeshows Attended	0
Travel Insert Ads Placed	2	Other Marketing Activity	16
Internet Ads Placed	6	Total Circulation/Gross Impressions	10,708,040
TV Ads Placed	191	Inquiries Reported	63,648
Radio Ads Placed	344	Cost Per Inquiry	\$4.51
Billboards Leased	0	Instate Marketing	25 %
		Out-of-State Marketing	75 %

**Project Outcomes**

Percentage Completed	97%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Overnight stays increased by 3.4%. Obj 2: Overnight expenditures increased by 3.1%. Obj 3: The economic impact of this market increase by 400% according to the research that we conducted. However, it is difficult to say whether or not that was due to better performance or a shift in methodology.	
Impact of Co-op Project	Having the ability to reach so many markets through multiple media outlets has been so beneficial for Independence. There are many different parts of history, attractions, and sites that attract many different groups of people. Often it is difficult to be effective in reaching all of them. The Cooperative Marketing Program allows us to cover more media outlets and reach those groups through print, radio, television, online, etc. Without the funding we wouldn't be able to reach nearly as many people.	
Outcome Effect on Future Marketing	We have increased our electronic media marketing, search engine marketing, and direct mail/email marketing. We have reduced our spending with newspaper, radio, and television. We have looked at different feeder markets outside of Missouri where we could effectively market Independence.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	32.00%	*Visitors Expenditures:	\$4,490,000.00
*Visits Generated:	11,612	*Return on Investment (ROI):	\$28.34

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-04-044-44</b>	DMO	<b>CVB of Greater Kansas City</b>
Category:	<b>Destination Advertising</b>	Project:	<b>FY2011 Destination Advertising Program</b>
Primary Objectives	1. Increase hotel revenue, attractions, event attendance and restaurant table receipts 2. Introduce Kansas City's updated tagline and brand platform "Change Your Perspective" 3. Promote all area attractions, new developments and improvements to the destination		

**Budget and Expenditures**

State Dollars Awarded:	\$446,566.80	State Dollars Reimbursed:	\$441,936.32
Revised Award:	\$0.00	Local Matching Dollars:	\$446,566.80
		Total Project Cost:	\$888,503.12

**Marketing Activity Information**

Magazine Ads Placed	2	Brochures Distributed	0
Newspaper Ads Placed	28	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	9	Total Circulation/Gross Impressions	151,573,490
TV Ads Placed	9,125	Inquiries Reported	137,827
Radio Ads Placed	5,425	Cost Per Inquiry	\$6.41
Billboards Leased	0	Instate Marketing	24 %
		Out-of-State Marketing	76 %

**Project Outcomes**

Percentage Completed	99%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Increased hotel room nights to 242,100. Obj 2: Creative scored higher across all metrics. Obj 3: Television creative shot on 20 locations around Kansas City promoting attractions and new development.	
Impact of Co-op Project	By adding Joplin-Pittsburg as a media market in Spring 2011, it really paid off despite the terrible tornado destruction. Joplin generated the most visits per \$1,000 of media investment. We will continue to keep the Joplin-Pittsburg as a market and will consider adding Tulsa back into the campaign in 2012. Adding fall campaign continues to be a wise strategy with across the board increases of awareness, visits, trips, room nights, visitor spending and return on investment.	
Outcome Effect on Future Marketing	We will continue to advertise in Joplin in FY12 and FY13. Will consider adding Tulsa based on new research that more visitors come from Oklahoma than either Nebraska or Iowa. Will continue media mix, campaign performing very well. Television performed the best of all medias. Will continue to include a fall leisure campaign with television, radio and online media mix. Possibly reallocate media dollars across markets to maximize return on investment.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:		*Visitors Expenditures:	\$94,650,000.00
*Visits Generated:	150,000	*Return on Investment (ROI):	\$88.00

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-06-040-44</b>	DMO	<b>Lake of the Ozarks Tri-County Lodging Association</b>
Category:	<b>Destination Advertising</b>	Project:	<b>Lake of the Ozarks "Extend the Season Advertising Campaign"</b>
Primary Objectives	1. To extend our travel season 2. To extend the length of the customers visit 3. To increase awareness of the Lake through a professional Public Relations effort		

**Budget and Expenditures**

State Dollars Awarded:	\$130,760.96	State Dollars Reimbursed:	\$130,760.96
Revised Award:	\$0.00	Local Matching Dollars:	\$131,843.54
		Total Project Cost:	\$262,604.50

**Marketing Activity Information**

Magazine Ads Placed	42	Brochures Distributed	0
Newspaper Ads Placed	2	Tradeshows Attended	0
Travel Insert Ads Placed	1	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	152,943,155
TV Ads Placed	576	Inquiries Reported	44,470
Radio Ads Placed	430	Cost Per Inquiry	\$5.91
Billboards Leased	0	Instate Marketing	19 %
		Out-of-State Marketing	81 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Lodging tax receipts were up by 4.86% for the fiscal year as a result of our FY11 marketing plan. Obj 2: According to the FY11 Conversion Study, the average length of the customer's visit increased by 8.1% or from 3.7 nights to 4.0 nights. Obj 3: Our professional public relations firm generated in excess of \$1.8 million of advertising equivalency for the FY11.	
Impact of Co-op Project	The DMO's FY11 lodging revenues finished ahead of FY10 by 4.86% or almost 12 percentage points ahead of FY10. FY11 sales tax receipts for Camden, Miller and Morgan Counties also finished ahead of FY10 by 7/10ths of 1%. The matching funds allowed the DMO to out perform our competitive set according to the STAR Report. The DMO also explored/tested new mediums and new markets with this campaign. This research information has been applied to our FY13 media/marketing plan. The matching funds allow the DMO to achieve the greatest potential tax revenues for both the state of Missouri and the 3 counties represented by the DMO.	
Outcome Effect on Future Marketing	The DMO is decreasing or eliminating higher cost per inquiry, lower conversion rate print media for future media plans. Win 90+% of travel being planned online, the DMO is appropriating resources towards a greater web presence.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	13.30%	*Visitors Expenditures:	\$7,299,110.00
*Visits Generated:	5,915	*Return on Investment (ROI):	\$27.80

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-07-037-44</b>	DMO	<b>City of St. Charles Tourism Department</b>
Category:	<b>Destination Advertising</b>	Project:	<b>FY11 Destination Advertising</b>
Primary Objectives	1. Increase website traffic by 25%   2. Increase overnight stays by 3%   3. Increase visitor inquiries by 8%		

**Budget and Expenditures**

State Dollars Awarded:	\$124,385.44	State Dollars Reimbursed:	\$116,953.00
Revised Award:	\$0.00	Local Matching Dollars:	\$116,953.00
		Total Project Cost:	\$233,906.00

**Marketing Activity Information**

Magazine Ads Placed	14	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	3	Other Marketing Activity	0
Internet Ads Placed	1	Total Circulation/Gross Impressions	299,610,974
TV Ads Placed	1,880	Inquiries Reported	16,120
Radio Ads Placed	0	Cost Per Inquiry	\$14.51
Billboards Leased	0	Instate Marketing	25 %
		Out-of-State Marketing	75 %

**Project Outcomes**

Percentage Completed	94%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Website traffic actually decreased by 4% for the year. Obj 2: Overnight stays actually increased by 4%. Obj 3: Total visitor inquiries to our office by phone and in person actually decreased by 13% from calendar year 2009 to 2010.	
Impact of Co-op Project	This Cooperative Marketing project impacted the leisure travel marketing of St. Charles in several ways. It allowed us to stretch our tightened marketing budget and do more with less. It allowed us to more comfortably experiment with newer MDT recommended advertising options such as the Madden CEO program, which was successful for us in FY11. By participating in the Cooperative Marketing Program, we became privy to recommendations, research, approved publication lists, etc. to use for guidance and best practices as we attempt to better market our destination.	
Outcome Effect on Future Marketing	Our cost per inquiry was slightly higher than the industry norm and our return on investment was considerably lower, which indicates we must fine tune our advertising. With fewer reader inquiries converting, we need to re-evaluate the effectiveness of certain magazines. Our converted traveler is older, wealthier and lives farther than our previously determined target demographic; we will use this information to drive future buys.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	4.00%	*Visitors Expenditures:	\$511,560.00
*Visits Generated:	588	*Return on Investment (ROI):	\$2.19

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-07-042-44</b>	DMO	<b>St. Louis CVC</b>
Category:	<b>Destination Advertising</b>	Project:	<b>FY2011 Destination Advertising</b>
Primary Objectives	1. Promote St. Louis as a top leisure travel destination 2. Change outdated perceptions of St. Louis to create a favorable impression 3. Drive potential visitors to go to explorestlouis.com to request more information		

**Budget and Expenditures**

State Dollars Awarded:	\$442,606.36	State Dollars Reimbursed:	\$442,606.36
Revised Award:	\$0.00	Local Matching Dollars:	\$447,359.79
		Total Project Cost:	\$889,966.15

**Marketing Activity Information**

Magazine Ads Placed	5	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	1	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	61,697,650
TV Ads Placed	3,832	Inquiries Reported	13,557
Radio Ads Placed	8,008	Cost Per Inquiry	\$65.65
Billboards Leased	0	Instate Marketing	20 %
		Out-of-State Marketing	80 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: The campaign received excellent ratings for indicating a variety of attractions and things to do for families and couples. Obj 2: The campaign had a positive impact on perceptions of St. Louis with strong results for being family oriented, fun, exciting and providing good dining options. Obj 3: Exposure of the St. Louis CVC's ad campaign had a positive impact on all information gathering behaviors in the spot markets, especially visiting explorestlouis.com.	
Impact of Co-op Project	The Cooperative Marketing Program contributed to the success of the St. Louis CVC's FY11 leisure advertising campaign which was able to generate nearly \$75 million in economic impact versus \$47 million during FY10. It allowed the St. Louis CVC to conduct three seasonal media flights reaching 14 total markets for nearly year round exposure. It contributed to a spot television schedule that generated the highest overall campaign awareness by medium. Enabled the St. Louis CVC to support member marketing projects such as Drury's Vacation Savings and cooperative marketing television buy with the zoo. Supported the St. Louis CVC in building a strong media presence in Chicago.	
Outcome Effect on Future Marketing	SMARI's media evaluation is being carefully analyzed and will provide valuable insight for the St. Louis CVC's future target market selection. The St. Louis CVC will utilize SMARI's creative evaluation to guide the creative direction. Based on this report's findings, the St. Louis CVC will reevaluate its social media strategies.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:	\$74,566,301.00
*Visits Generated:	93,679	*Return on Investment (ROI): \$83.79

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-08-038-44</b>	DMO	<b>Springfield CVB</b>
Category:	<b>Destination Advertising</b>	Project:	<b>Leisure Travel Marketing Campaign</b>
Primary Objectives	1. Increase website traffic and stickiness 2. Increase total number and length of stay of overnight visitors 3. Increase amount spent per trip		

**Budget and Expenditures**

State Dollars Awarded:	\$445,164.76	State Dollars Reimbursed:	\$445,164.76
Revised Award:	\$0.00	Local Matching Dollars:	\$584,162.96
		Total Project Cost:	\$1,029,327.72

**Marketing Activity Information**

Magazine Ads Placed	36	Brochures Distributed	0
Newspaper Ads Placed	5	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	10	Total Circulation/Gross Impressions	47,704,802
TV Ads Placed	2,356	Inquiries Reported	40,167
Radio Ads Placed	15,680	Cost Per Inquiry	\$25.63
Billboards Leased	0	Instate Marketing	20 %
		Out-of-State Marketing	80 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: The website traffic increased more than 10% in FY11. Obj 2: Room demand increased by 5.9% in FY11. Obj 3: Due to a change in research methodology, from a conversion study in FY10 to an ad effectiveness study in FY11 it is difficult to compare year over year. The FY11 showed that visitors spent an average of \$591 per trip compared to \$611 for FY10. Total expenditures increased significantly from \$26 million in FY10 to more than \$63.4 million in FY11.	
Impact of Co-op Project	July and September 2011 were record months in hotel occupancy for the city. In addition, this program allows the CVB to leverage its funds to increase the reach and frequency of its advertising program. This is evidenced by this campaign reaching nearly 8.4 million traveler households. The opportunity to advertise extensively outside the state of Missouri allows us to import nearly \$63 million new dollars in visitor expenditures.	
Outcome Effect on Future Marketing	While we efficiently reached a large number of traveler households, our ads were cluttered and too busy and lacked cultural diversity. Much attention will be given this year to addressing that problem in our creative execution. In addition, we will continue to monitor our media spend in Wichita and Oklahoma City because the research showed that our cost per household was much higher in those cities.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:	\$62,823,300.00
*Visits Generated: 106,300	*Return on Investment (ROI):	\$61.00

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-08-041-44</b>	DMO	<b>Branson/Lakes Area Chamber of Commerce/CVB</b>
Category:	<b>Destination Advertising</b>	Project:	<b>Spring/Summer Television</b>
Primary Objectives	1. Build national awareness, visitation and length of stay    2. Increase younger and first time visitation    3. Increase dollars spent		

**Budget and Expenditures**

State Dollars Awarded:	\$506,566.80	State Dollars Reimbursed:	\$506,566.80
Revised Award:	\$0.00	Local Matching Dollars:	\$554,726.70
		Total Project Cost:	\$1,061,293.50

**Marketing Activity Information**

Magazine Ads Placed	0	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	79,047,360
TV Ads Placed	843	Inquiries Reported	283,230
Radio Ads Placed	0	Cost Per Inquiry	\$3.75
Billboards Leased	0	Instate Marketing	2 %
		Out-of-State Marketing	98 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: According to the 2011 Ad Effectiveness Study, Branson band awareness remained #4 nationwide. Obj 2: While first time visitation slipped from 27.1% to 23.9%, average age decreased from 56.5 years to 55.3 years, percentage of families increased from 44.2% to 44.9% and the percentage of Millennials and Generation X visitors increased from 18.9% to 24.1%. Obj 3: While length of stay slipped from 4.21 to 3.94 nights, spending per party rose from \$872 to \$965. Many 2011 changes were due to economic and weather concerns, continuation of staycation trend.	
Impact of Co-op Project	According to the 2011 Ad Effectiveness Study, our total spring/summer campaign generated more than 300,000 incremental trips and more than \$291 million in incremental spending, excluding transportation, for a return on investment of 88 to 1. Bottom line, visitation by those seeing the ads increased by 10%, while visitation by those who did not see them decreased by 21%. The support of the Cooperative Marketing Program in driving visitors to the market continues to be of critical importance to the Branson/Lakes Area and the state of Missouri.	
Outcome Effect on Future Marketing	Positive results of 2011 Ad Effectiveness Study suggest continued use of select national cable to maintain high national awareness. Increased awareness of Branson Airport and its positive effect on likelihood to visit suggest focus of incremental media on DMA's served by air.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:		*Visitors Expenditures:	\$93,331,905.00
*Visits Generated:	96,717	*Return on Investment (ROI):	\$88.00

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-08-043-44</b>	DMO	<b>Chamber of Commerce of Table Rock Lake/Kimberling City Area</b>
Category:	<b>Destination Advertising</b>	Project:	<b>My Table Rock Lake</b>
Primary Objectives	1. Enhance the economic health of Stone County, grow incremental visitor spending 2. Place media buys into markets that contain high percentages of our KUG/potential visitors 3. Generate incremental visits from out existing visitors		

**Budget and Expenditures**

State Dollars Awarded:	\$153,505.09	State Dollars Reimbursed:	\$146,061.99
Revised Award:	\$0.00	Local Matching Dollars:	\$146,061.99
		Total Project Cost:	\$292,123.98

**Marketing Activity Information**

Magazine Ads Placed	0	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	6	Total Circulation/Gross Impressions	63,754,023
TV Ads Placed	1,517	Inquiries Reported	116,301
Radio Ads Placed	0	Cost Per Inquiry	\$2.51
Billboards Leased	0	Instate Marketing	21 %
		Out-of-State Marketing	79 %

**Project Outcomes**

Percentage Completed	95%	Did Project Achieve Objectives?
DMO Comments	Obj 1: This objective was met with \$39.6 million in incremental visitor spending Obj 2: Media was placed and ran in Tulsa, Kansas City, Oklahoma City and Little Rock. Obj 3: Approximately 70% of visitors were repeat visitors to the Table Rock Lake Area, exceeding our expectations.	
Impact of Co-op Project	Due to the Cooperative Marketing Program, the additional funds for marketing are generated by chamber members as well as the county. This program enables us to promote the Table Rock Lake area and generate incremental visitors and dollars into the local economy, thus creating jobs.	
Outcome Effect on Future Marketing	This project continues to generate significant interest and visits to the Table rock Lake area. However, due to the amount of funds available going forward and to maintain acceptable reach and frequency levels, to our target audience, we will need to focus on three key markets.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:	\$39,600,000.00
*Visits Generated:	42,500	*Return on Investment (ROI): \$190.00

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-05-035-55</b>	DMO	<b>Clinton Tourism Association, Inc.</b>
Category:	<b>Small Project Marketing-S/F</b>	Project:	<b>Clinton - Great People by Nature</b>
Primary Objectives	1. Increase awareness of the recreational and cultural tourism opportunities available in the Clinton area 2. Increase the number of inquiries for information and subsequent visits to our community		

**Budget and Expenditures**

State Dollars Awarded:	\$5,000.00	State Dollars Reimbursed:	\$5,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$5,289.15
		Total Project Cost:	\$10,289.15

**Marketing Activity Information**

Magazine Ads Placed	11	Brochures Distributed	12,500
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	2,142,390
TV Ads Placed	0	Inquiries Reported	2,300
Radio Ads Placed	0	Cost Per Inquiry	\$4.47
Billboards Leased	0	Instate Marketing	10 %
		Out-of-State Marketing	90 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Our ads and brochure were designed to highlight the recreational and cultural tourism opportunities available in the Clinton area. Obj 2: Our ads and brochure generated significant leads and we saw one of our best years yet in hotel tax collections and website visits in 2010.	
Impact of Co-op Project	Through the Cooperative Marketing project, we were able to print more ads and brochures than we could have without the help of state funds. It is through these avenues that we are building consistency and sending messages so readers become familiar with our printed materials and see the value of vacationing in the Clinton area. We use these print ads to direct traffic to our website where travelers can learn more about what we have to offer. This has been a very successful project and it is one we rely heavily upon.	
Outcome Effect on Future Marketing	This information will be taken into consideration as we consider the best places to reach our visitors and look for the most cost effective way to drive visitors to our website.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-05-036-55</b>	DMO	<b>Warrensburg Chamber of Commerce &amp; Visitor Center</b>
Category:	<b>Small Project Marketing-S/F</b>	Project:	<b>WOW 2010, Missouri's Air Show</b>
Primary Objectives	1. Awareness of the Warrensburg/JOCO area 2. Increased visitors to the Warrensburg/JOCO area 3. Increased overnight stays in the Warrensburg/JOCO area		

**Budget and Expenditures**

State Dollars Awarded:	\$5,000.00	State Dollars Reimbursed:	\$5,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$5,000.00
		Total Project Cost:	\$10,000.00

**Marketing Activity Information**

Magazine Ads Placed	0	Brochures Distributed	0
Newspaper Ads Placed	92	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	2
Internet Ads Placed	1	Total Circulation/Gross Impressions	553,422
TV Ads Placed	0	Inquiries Reported	2,151
Radio Ads Placed	0	Cost Per Inquiry	\$4.65
Billboards Leased	0	Instate Marketing	100 %
		Out-of-State Marketing	0 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Increased awareness by new visitors through methods above was first marketing campaign for VC. Obj 2: Increased awareness and call in volume to the VC for this specific events attendance. Obj 3: Minimal impact as anticipated on overnight stays but was great awareness of potential future guests.	
Impact of Co-op Project		
Outcome Effect on Future Marketing	Future marketing would be more specifically targeted to overnight stay incentives. Branding would be more apparent and ads will contain not only a trackable record of impressions but also one that would measure actual impact directed towards increased room nights and overnight stays for our local properties as well as overflow lodging.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #: **11-06-033-55** DMO **City of Hermann Tourism**  
 Category: **Small Project Marketing-S/F** Project: **It's About Time: Phase II**  
 Primary Objectives 1. Increase visitors 2. Increase length of stay 3. Promote Hermann as good value for time spent

**Budget and Expenditures**

State Dollars Awarded:	\$5,000.00	State Dollars Reimbursed:	\$5,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$6,507.30
		Total Project Cost:	\$11,507.30

**Marketing Activity Information**

Magazine Ads Placed	8	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	2,050,000
TV Ads Placed	0	Inquiries Reported	1,426
Radio Ads Placed	0	Cost Per Inquiry	\$8.07
Billboards Leased	0	Instate Marketing	27 %
		Out-of-State Marketing	73 %

**Project Outcomes**

Percentage Completed 100% Did Project Achieve Objectives?

DMO Comments Obj 1: E-mail inquiries are up, Welcome Center visits up slightly and calls holding steady. Obj 2: Lodging tax revenue increased over previous year in every quarter. Obj 3: Large crowds attending events, businesses reporting more traffic and revenues steady.

Impact of Co-op Project

Outcome Effect on Future Marketing We see great value from AAA publications because the reach motivated travelers. We have decided to reach out to new markets with reader service like Southern Living and Midwest Traveler. We will use AAA publications less frequently, especially those outside Missouri and Kansas.

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate: \*Visitors Expenditures:  
 \*Visits Generated: \*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-09-034-55</b>	DMO	<b>Rolla Area Chamber of Commerce &amp; Visitor Center</b>
Category:	<b>Small Project Marketing-S/F</b>	Project:	<b>Leisure Group Travel</b>
Primary Objectives	1. Create an awareness among the group travel industry 2. Increase the number of inquiries by group planners 3. Drive traffic to new tourism website		

**Budget and Expenditures**

State Dollars Awarded:	\$2,639.50	State Dollars Reimbursed:	\$2,589.50
Revised Award:	\$0.00	Local Matching Dollars:	\$2,589.50
		Total Project Cost:	\$5,179.00

**Marketing Activity Information**

Magazine Ads Placed	3	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	56,970
TV Ads Placed	0	Inquiries Reported	64
Radio Ads Placed	0	Cost Per Inquiry	\$80.92
Billboards Leased	0	Instate Marketing	2 %
		Out-of-State Marketing	98 %

**Project Outcomes**

Percentage Completed	98%	Did Project Achieve Objectives?
DMO Comments	Obj 1: A magazine editor was intrigued by attractions in ad and wrote a one page destination highlight on Rolla. Obj 2: A fair amount of inquiries were generated by this advertising project, though the directory ad will continue to generate leads until the fall of 2011. Obj 3: We did experience a small amount of traffic to the website as a result of the ad specific URL and referral from online versions of the ads.	
Impact of Co-op Project	The leads generated in the Cooperative Marketing project allowed us the opportunity to share more information about the Rolla/Phelps County area and what it has to offer for group tours. The project also drove traffic to our tourism website thus further enhancing our marketing efforts. Our ad campaign with Group Tour Magazine was chosen by the magazine editor for a full page destination highlight.	
Outcome Effect on Future Marketing	The amount of leads generated may affect the publications we advertise in. A better tracking method will be implemented for website visits and website referrals.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #: **11-02-047-56** DMO **Kirksville Area Chamber of Commerce**  
 Category: **Small Project Marketing-W/S** Project: **GLAMER Tradeshows**  
 Primary  
 Objectives

**Budget and Expenditures**

		State Dollars Reimbursed:	\$0.00
State Dollars Awarded:	\$1,042.50	Local Matching Dollars:	\$0.00
Revised Award:	\$0.00	Total Project Cost:	\$0.00

**Marketing Activity Information**

		Brochures Distributed	0
Magazine Ads Placed	0	Tradeshows Attended	0
Newspaper Ads Placed	0	Other Marketing Activity	0
Travel Insert Ads Placed	0	Total Circulation/Gross Impressions	0
Internet Ads Placed	0	Inquiries Reported	0
TV Ads Placed	0	Cost Per Inquiry	
Radio Ads Placed	0	Instate Marketing	0 %
Billboards Leased	0	Out-of-State Marketing	0 %

**Project Outcomes**

Percentage Completed    0%                      Did Project Achieve Objectives?

DMO Comments

Impact of Co-op Project

Outcome Effect on  
Future Marketing

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-05-050-56</b>	DMO	<b>Clinton Tourism Association, Inc.</b>
Category:	<b>Small Project Marketing-W/S</b>	Project:	<b>Clinton - Great People, By Nature</b>
Primary Objectives	1. Drive the majority of tourism-related inquiries to the CVB website 2. Increase awareness of and participate in outdoor recreation/cultural tourism opportunities		

**Budget and Expenditures**

State Dollars Awarded:	\$5,000.00	State Dollars Reimbursed:	\$4,950.60
Revised Award:	\$0.00	Local Matching Dollars:	\$4,950.60
		Total Project Cost:	\$9,901.20

**Marketing Activity Information**

Magazine Ads Placed	9	Brochures Distributed	12,500
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	1,542,252
TV Ads Placed	0	Inquiries Reported	2,132
Radio Ads Placed	0	Cost Per Inquiry	\$4.64
Billboards Leased	0	Instate Marketing	54 %
		Out-of-State Marketing	46 %

**Project Outcomes**

Percentage Completed	99%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Increased traffic on the CVB website shows that visitors and potential visitors are using the information found there when they make their travel plans. Obj 2: Lodging tax collections are up, indicating that travelers are choosing Clinton and the opportunities and experiences the community offers. Obj 3: Further developing the Clinton brand through advertising and printed materials has solidified community support for visitor-friendly projects, such as the addition of way finding signage.	
Impact of Co-op Project	Simply put, Cooperative Marketing funds allows us to leverage our lodging tax monies; thereby, doubling the number of brochures we distribute and advertisements we place. More brochures and more ads means more consistency and greater reach in our marketing efforts. We are increasing awareness of our community among the traveling public and results in more visitors to Clinton.	
Outcome Effect on Future Marketing	We are small market with limited resources. As we look to the future we understand that we need to track whether inquiries result in additional visits and capture information about the economic impact of those visits. The local tourism marketing committee has begun developing a survey for hotel guests.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-06-046-56</b>	DMO	<b>Marshall Chamber of Commerce</b>
Category:	<b>Small Project Marketing-W/S</b>	Project:	<b>Missouri Life Campaign</b>
Primary Objectives	1. Create and distribute tourism related marketing material that promotes Saline County tourism 2. Support tourism partners by promoting county wide tourism activities throughout the year 3. Position Saline County as offering multiple tourism related activities throughout the year		

**Budget and Expenditures**

State Dollars Awarded:	\$2,489.50	State Dollars Reimbursed:	\$2,489.50
Revised Award:	\$0.00	Local Matching Dollars:	\$2,489.50
		Total Project Cost:	\$4,979.00

**Marketing Activity Information**

Magazine Ads Placed	2	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	41,172
TV Ads Placed	0	Inquiries Reported	
Radio Ads Placed	0	Cost Per Inquiry	
Billboards Leased	0	Instate Marketing	73 %
		Out-of-State Marketing	27 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Eighty-six percent of Missouri Life subscribers are in Missouri or bordering states and targets visitors that would have some knowledge and interest in Saline County which was consistent with our target/niche marketing plan. Obj 2: Missouri Life ad included an events calendar providing contact information and brief description of multiple events during time frames specific to individual magazine issue dates. Obj 3: Each specific issue included upcoming events and activities and promoted multiple events throughout the year.	
Impact of Co-op Project	This Cooperative Marketing project benefitted 17 different events, activities and facilities that promote tourism. Without this type of marketing project, each individual tourism partner would not have been able to promote their event or activity to a multi-state audience.	
Outcome Effect on Future Marketing	Created the awareness that a standardized "Visitor Attendance Information" card was needed for each separate event. Because there are multiple events and activities throughout the year, the information card needed to be consistent, yet specific to individual events. A visitor information card was developed and will be used by tourism partners to gather visitor information.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-06-048-56</b>	DMO	<b>Pulaski County Visitors Bureau</b>
Category:	<b>Small Project Marketing-W/S</b>	Project:	<b>Lead Generator Campaign</b>
Primary Objectives	1. Build email database 2. Target specific niche market, outdoor enthusiasts 3. Design future marketing campaigns around this campaign		

**Budget and Expenditures**

State Dollars Awarded:	\$5,000.00	State Dollars Reimbursed:	\$5,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$10,859.00
		Total Project Cost:	\$15,859.00

**Marketing Activity Information**

Magazine Ads Placed	0	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	4
Internet Ads Placed	0	Total Circulation/Gross Impressions	76,915
TV Ads Placed	0	Inquiries Reported	4,584
Radio Ads Placed	0	Cost Per Inquiry	\$3.46
Billboards Leased	0	Instate Marketing	31 %
		Out-of-State Marketing	69 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1. Added 1,475 emails to database and 3,109 mailing addresses, all verified. Obj 2. Reached 4,584 outdoor enthusiast requesting specific information. Obj 3. Leads recorded in 2011 Pulaski County Visitors Guide and postcard campaign sent as a follow up July 2011. Survey to be conducted end of 2011 for conversion study.	
Impact of Co-op Project	The Cooperative Marketing funding allowed us to increase the bureau's email database for current and future marketing campaigns which targeted individuals that have expressed desire in outdoor recreation.	
Outcome Effect on Future Marketing	To enable us to work a larger group of leads through direct mail and email marketing campaigns which are directed towards outdoor recreation. This campaign also was directed to the state of Arkansas, which we have not actively marketed to. Arkansas held well against states we have focused on in the past and will be looked at in future campaigns.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*



**Individual Contract Data for Projects Targeting the Leisure Traveler**

**DMO Information**

Contract #:	<b>11-06-049-56</b>	DMO	<b>City of Hermann Tourism</b>
Category:	<b>Small Project Marketing-W/S</b>	Project:	<b>Vintage Charm, Timeless Beauty 2011</b>
Primary Objectives	1. Increase length of time visitors spend in Hermann 2. Promote Hermann as a good value 3. Reach out to motivated travelers in publications we had not advertised in recently		

**Budget and Expenditures**

State Dollars Awarded:	\$5,000.00	State Dollars Reimbursed:	\$5,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$7,243.20
		Total Project Cost:	\$12,243.20

**Marketing Activity Information**

Magazine Ads Placed	3	Brochures Distributed	0
Newspaper Ads Placed	0	Tradeshows Attended	0
Travel Insert Ads Placed	0	Other Marketing Activity	0
Internet Ads Placed	0	Total Circulation/Gross Impressions	2,930,000
TV Ads Placed	0	Inquiries Reported	2,334
Radio Ads Placed	0	Cost Per Inquiry	\$5.25
Billboards Leased	0	Instate Marketing	0 %
		Out-of-State Marketing	100 %

**Project Outcomes**

Percentage Completed	100%	Did Project Achieve Objectives?
DMO Comments	Obj 1: Lodging revenues continue to grow; tourism impact holding steady despite tough economy. Obj 2: Feedback visitors show general satisfaction with what Hermann offers. Obj 3: Surveys show strong number of first time visitors.	
Impact of Co-op Project	The Cooperative Marketing funds allowed us to advertise in Midwest Living and Southern Living magazines. Without the Cooperative Marketing Program we would not have been able to enter these markets.	
Outcome Effect on Future Marketing	We will continue to advertise in Midwest Living and Southern Living magazines. We will reach out to new advertising opportunities in the Midwest. We will continue to target publications that have potentially motivated travelers as readers.	

**Quantifiable Measurements**

(As provided by the participant)

Conversion Rate:	*Visitors Expenditures:
*Visits Generated:	*Return on Investment (ROI):

*\*These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

**Individual Contract Data for Projects Targeting the Media**

**DMO Information**

Contract #:   **11-06-015-88**                      DMO   **Jefferson City CVB**

Project:       **Capital City Public Relations FY11**

Primary Objectives    1. To promote Jefferson City as a leisure tourism destination by distribution of 50 communication tools 2. To generate nine travel writer visits to Jefferson City and the surrounding areas 3. To obtain \$150,000 in unpaid media

**Budget and Expenditures**

State Dollars Awarded:	\$12,700.00	State Dollars Reimbursed:	\$12,699.99
Revisions:	\$0.00	Local Matching Dollars:	\$12,700.01
		Total Project Cost:	\$25,400.00

**Marketing Activity Information**

Media Releases Distributed	4	Sales Mission Completed	10
Press Tours Hosted, Group	2	Media Queries Initiated	86
Press Tours Hosted, Individual	6	Photos and Videos Distributed	0
Media Marketplaces Attended	1	Press Kits Distributed	72
Instate Marketing	20 %		
Out of State Marketing	80 %		

**Project Outcomes**

Percentage Completed	100%
Did Project Achieve Objectives?	Significantly
DMO Comments	We distributed four news releases to targeted audiences of more than 1,000 media, 48 printed press kits and 24 electronic press/media kits as well as conducting 86 media queries. Our goal of distributing 50 communication tools was greatly exceeded. We hosted 13 travel writers throughout the year, all of which featured visits to the Missouri State Penitentiary (MSP), National Cemetery, State Capitol Building Complex, museums, Downtown Jefferson City, Old Munichburg, Katy Trail and two area wineries. We exceeded our goal of hosting nine journalists. We exceeded our goal of unpaid media by 50%. Instead of \$150,000 received, our unpaid media was \$229,108.
Impact of Co-op Project	The Cooperative Marketing Program project implemented in FY11 encompassed a variety of media activities and services. Each element of our campaign was selected as a means of working with targeted news media contacts to obtain increased positive media exposure and showcase the Jefferson City/Cole County area's travel appeal to consumers. We were able to create an awareness of and interest in the historical significance and historical value of MSP as it relates to the group tour traveler and to the leisure traveler. Our co-oped media exposure resulted in increased consumer awareness and generated new travelers to Jefferson City.
Total Stories Attributable to the Project	24
Total Ad Equivalency	\$229,108

**Individual Contract Data for Projects Targeting the Media**

**DMO Information**

Contract #: **11-06-029-88**                      DMO **City of Lebanon**

Project: **Lebanon: Laclede County PR Campaign FY11**

Primary Objectives      1. Public Relations (PR) firm should increase media contacts made on behalf of the City of Lebanon   2. PR firm conduct more media visits, press trips, queries and press releases to raise interest   3. Increase positive media exposure

**Budget and Expenditures**

State Dollars Awarded:	\$16,412.50	State Dollars Reimbursed:	\$12,921.78
Revisions:	\$0.00	Local Matching Dollars:	\$12,921.79
		Total Project Cost:	\$25,843.57

**Marketing Activity Information**

Media Releases Distributed	4	Sales Mission Completed	7
Press Tours Hosted, Group	2	Media Queries Initiated	13
Press Tours Hosted, Individual	5	Photos and Videos Distributed	2
Media Marketplaces Attended	4	Press Kits Distributed	109
Instate Marketing	30 %		
Out of State Marketing	70 %		

**Project Outcomes**

Percentage Completed      79%

Did Project Achieve Objectives?      Significantly

DMO Comments      The Beenders/Walker Group (TBWG) made new media contacts through media marketplaces attended: Midwest Travel Writers Association, South East Outdoor Press Association, Association of Great Lake Outdoor Writers and Missouri Outdoor Communicators. We received \$277,738 in advertising equivalency which is approximately a 60% increase in earned media exposure. In addition, media visits were made to targeted media outlets and outdoor journalists interested in the Lebanon area. The news releases that were distributed helped generate positive media exposure. Group and individual press trips to the Lebanon/Laclede county area raised media interest. The return on our investment was almost \$10 return for every dollar spent.

Impact of Co-op Project      As a result of our PR campaign that was partially funded through the Cooperative Marketing Program, we received considerable coverage in major media outlets, i.e., Kansas City Star, Midwest Living Magazine, Missouri Outdoor Guide, Kansas City radio and The Outdoor Show. Our ability to successfully implement a PR campaign with a professional PR firm helped create an awareness of our area. The Cooperative Marketing Program along with the paid advertising message and special promotions created a successful marketing campaign.

Total Stories Attributable to the Project	126	Total Ad Equivalency	\$277,738
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**Individual Contract Data for Projects Targeting the Media**

**DMO Information**

Contract #: **11-06-032-88**      DMO **Lake of the Ozarks Tri-County Lodging Association**

Project: **Lake of the Ozarks Public Relations Campaign**

Primary Objectives: 1. To increase our media contacts to tell journalists about the Lake of the Ozarks 2. To interest journalists in the Lake of the Ozarks thru one on one meetings, emails and personal visits 3. To increase positive media exposure about the Lake of the Ozarks

**Budget and Expenditures**

State Dollars Awarded:	\$55,000.00	State Dollars Reimbursed:	\$54,999.99
Revisions:	\$0.00	Local Matching Dollars:	\$55,000.01
		Total Project Cost:	\$110,000.00

**Marketing Activity Information**

Media Releases Distributed	40	Sales Mission Completed	12
Press Tours Hosted, Group	3	Media Queries Initiated	136
Press Tours Hosted, Individual	14	Photos and Videos Distributed	40
Media Marketplaces Attended	6	Press Kits Distributed	201
Instate Marketing	20 %		
Out of State Marketing	80 %		

**Project Outcomes**

Percentage Completed	100%
Did Project Achieve Objectives?	Significantly
DMO Comments	In FY11 we developed new media contacts with journalists from IFWTWA, MTWA, SEOPA, AGLOW, SATW, MOC and Travel Media Showcase. Through our Public Relations (PR) outreach efforts to many new media outlets and representative, we piqued their interest about the Lake of the Ozarks and we hosted a total of 31 journalists on press trips, 21 of these journalists were first time visitors. We received media exposure in publications and online sites that we had never had before. The sales missions and media queries that our PR agency did were successful in putting the Lake of the Ozarks in the spot light and creating a top of the mind awareness as a leisure travel destination.
Impact of Co-op Project	Editorial exposure is one of our most effective marketing components and one of our most efficient investments. The "third party" endorsement and positive description of the Lake of the Ozarks by respected journalist speaks volumes and provides the kind of exposure that we cannot communicate through paid advertising. Because of the Cooperative Marketing funds that we received for our PR campaign to promote Miller, Morgan and Camden Counties, we have been able to implement an integrated marketing campaign consisting of advertising, promotions and public relations.
Total Stories Attributable to the Project	417
Total Ad Equivalency	\$1,827,905

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

**DMO Information**

Contract #	<b>11-04-024-33</b>	DMO	<b>CVB of Greater Kansas City</b>
Category	<b>Convention Marketing</b>	Project Name	<b>Convention Marketing FY2011</b>
Primary Objectives	A. Build brand awareness of a positive destination brand identity to meeting planners. B. Attract new meetings/conventions to Kansas City with creative marketing initiatives. C. Promote Kansas City as a valuable destination through special offers/incentives.		

**Budget and Expenditures**

State Dollars Awarded	\$60,000.00	Local Matching Dollars	\$61,140.75
Total Reimbursement	\$60,000.00	Total Expenditures	\$1,971,432.57

**Marketing Activity Information**

Magazine Ads Placed	19	Tradeshows Attended	0
Printed Materials Distributed	0	Other Marketing Activity	0

**Project Outcomes**

% Completed 100%

Objectives and Outcomes Increased brand awareness by generating 161,512 visits to MeetKC.com an increase of 56% over last year. Achieved the same number of convention bookings year over year. Launched VIP Perks incentive program that generated 84 RFPs.

\*Bookings 195

\*Room Nights Generated 278,836

\*Economic Impact \$164,000,000

\*Avg. Room Nights Per Booking 1,429

\*ROI for Every Dollar Spent \$905.37

Method of Calculation We use a calculation provided by DMAI. The Economic Impact is calculated via 4 different formulas based on the number of booths, exhibits and excess attendance. In 2012, DMAI will release a new Economic Impact calculation based on specific cities and types of events.

Effect on Future Marketing We will focus on launching a new brand in FY12 and developing new creative for convention marketing incorporating this new brand.

\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

**DMO Information**

Contract #	<b>11-07-023-33</b>	DMO	<b>St. Louis CVC</b>
Category	<b>Convention Marketing</b>	Project Name	<b>FY11 Meetings &amp; Conventions Trade Advertising</b>
Primary Objectives	A. Continue to build awareness of St. Louis as a top meeting/convention destination B. Increase hotel room nights booked and direct spending at visitor industry businesses C. Increase the number of meetings booked and raise attendance at these events		

**Budget and Expenditures**

State Dollars Awarded	\$60,000.00	Local Matching Dollars	\$57,697.27
Total Reimbursement	\$57,697.23	Total Expenditures	\$326,679.50

**Marketing Activity Information**

Magazine Ads Placed	34	Tradeshows Attended	0
Printed Materials Distributed	0	Other Marketing Activity	0

**Project Outcomes**

% Completed 96%

Objectives and Outcomes The ad campaign was used to successfully generate awareness of St. Louis as the upcoming host of the ASAE convention, the industry's premier association meetings forum. There were 376,535 room nights generated in FY11 as compared to 506,939 in FY10. The FY11 attendance level was 495,448 as compared to 547,613 in FY10.

\*Bookings 390

\*Room Nights Generated 376,535

\*Economic Impact \$355,388,828

\*Avg. Room Nights Per Booking 965

\*ROI for Every Dollar Spent \$3,079.77

Method of Calculation Out of town meeting attendance is multiplied by \$1036 (DMAI's est. average delegate spending) and in town meeting attendance is multiplies by \$100 (locally estimated average spending).

Effect on Future Marketing The St. Louis CVC will evaluate its ad campaign and Meeting & Convention media plan for cost efficiency and effective reach of the meeting planner audience and we will use this information to create effective future programs to promote St. Louis' strong meetings package. Generating buzz about St. Louis in advance of the ASAE convention helped create identities for St. Louis and Missouri as ideal locations to hold meetings and events.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

**DMO Information**

Contract #	<b>11-07-026-33</b>	DMO	<b>City of St. Charles Tourism Department</b>
Category	<b>Convention Marketing</b>	Project Name	<b>Greater St. Charles Convention Marketing</b>
Primary Objectives	A. Achieve room revenue goal of \$2,590,000 B. Increase room bookings by 18% C. Increase tradeshow contacts by 10%		

**Budget and Expenditures**

State Dollars Awarded	\$24,788.50	Local Matching Dollars	\$23,723.26
Total Reimbursement	\$23,723.24	Total Expenditures	\$125,676.68

**Marketing Activity Information**

Magazine Ads Placed	11	Tradeshows Attended	10
Printed Materials Distributed	521	Other Marketing Activity	0

**Project Outcomes**

% Completed 96%

Objectives and Outcomes Exceeded room revenue goal by 16%. Increased room bookings by 23%. Increased tradeshow contacts by 35%.

\*Bookings 580

\*Room Nights Generated 28,365

\*Economic Impact \$13,492,380

\*Avg. Room Nights Per Booking 48

\*ROI for Every Dollar Spent \$284.37

Method of Calculation \$109.25 per room night and \$244.28 X 1.5 persons for food, travel and misc.

Effect on Future Marketing In the current economy, with all municipalities competing for convention marketing bookings, we will continue to closely monitor the responses we receive from magazine advertising and tradeshows. We will only utilize the most effective for the next fiscal year.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

**DMO Information**

Contract #	<b>11-04-010-34</b>	DMO	<b>City of Independence - Tourism Department</b>
Category	<b>Amateur Sports Marketing</b>	Project Name	<b>Independence Sports Marketing</b>
Primary Objectives	A. Add at least one new sports event at an Independence facility B. Increase the number of overnights booked by sports events by 2% C. Develop a baseline of additional direct spending with the Events Center		

**Budget and Expenditures**

State Dollars Awarded	\$9,012.50	Local Matching Dollars	\$3,026.50
Total Reimbursement	\$3,026.50	Total Expenditures	\$21,361.00

**Marketing Activity Information**

Magazine Ads Placed	6	Tradeshows Attended	2
Printed Materials Distributed	0	Other Marketing Activity	0

**Project Outcomes**

% Completed 34%

Objectives and Outcomes Booked 2 new events at Events Center, National Wrestling and Softball World Series. The number of sports generated overnights increased by 3%. We have developed a survey in cooperation with the National Association of Sports Commissions to better track the economic development of the events at the Center.

\*Bookings 10

\*Room Nights Generated 10,000

\*Economic Impact \$2,500,000

\*Avg. Room Nights Per Booking 1,000

\*ROI for Every Dollar Spent \$413.02

Method of Calculation Numbers of room night x 2.5 people per room x \$100 per day in spending (hotel rate not included) - NASC suggested formula

Effect on Future Marketing We are planning to ramp up our amateur sports marketing a great deal for FY12. We have been awarded \$25,000 in cooperative marketing funds and plan to use that money to branch out into other media outlets in addition to the print media that we have done in the past.

*\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*



Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

**DMO Information**

Contract #	<b>11-07-027-34</b>	DMO	<b>City of St. Charles Tourism Department</b>
Category	<b>Amateur Sports Marketing</b>	Project Name	<b>Greater St. Charles Amateur Sports Marketing</b>
Primary Objectives	A. Increase guest bookings by 8% B. Achieve guest room revenue \$650,000 C. Add three new amateur sports events		

**Budget and Expenditures**

State Dollars Awarded	\$24,981.18	Local Matching Dollars	\$24,623.62
Total Reimbursement	\$24,623.62	Total Expenditures	\$62,062.62

**Marketing Activity Information**

Magazine Ads Placed	14	Tradeshows Attended	4
Printed Materials Distributed	205	Other Marketing Activity	0

**Project Outcomes**

% Completed	99%		
Objectives and Outcomes	Increased guest room bookings by 9%. Fell short of guest room revenues by \$2,693.75. Increased amateur sporting by 11events.		
*Bookings	93		
*Room Nights Generated	5,925	*Economic Impact	\$5,278,855
*Avg. Room Nights Per Booking	63	*ROI for Every Dollar Spent	\$107.19
Method of Calculation	NASC calculates that there are 3.2 persons per room for each event. There were 5,925 rooms booked during FY11. We are using the formula of \$109.25 per room and \$244.28 per person for food, travel and other expenses.		
Effect on Future Marketing	With Cooperative Marketing funds we can expand our efforts in sports events marketing throughout the country. Participation at tradeshows allows us the opportunity to develop new relationships with event organizers and strengthen existing relationships.		

\*These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.

## Civil War 150 Program Projects

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### Organization Information

Contract #:	<b>11-03-052-99</b>	Organization:	<b>Mark Twain Home Foundation</b>
Project:	<b>Mark Twain's Retreat</b>	Location:	<b>Hannibal</b>

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### Budget and Expenditures

State Dollars Awarded:	\$3,500.00	Percent In State	40 %
Revised Award:	\$0.00	Percent Out of State	60 %
State Dollars Reimbursed:	\$3,034.69		
Local Matching Dollars:	\$3,034.69		
Total Project Cost:	\$6,069.38		

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### Marketing Activity Information

TV Ads Placed	0	<u>Billboards Leased</u>	0
Radio Ads Placed	0	Internet Ads Placed	0
Newspaper Ads Placed	0	<u>Brochures Distributed</u>	100,000
Magazine Ads Placed	0	<u>Other Marketing Activity</u>	0

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### Project Outcomes

Percentage Completed    87%

#### Visitation Description

We offered the reenactment performances daily at 4 pm, free to the public. There were typically no fewer than 20 people in attendance, but the average day brought 50 people to the performance. Some days there were as many as 75 people attending the performance.

## Civil War 150 Program Projects

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### **Organization Information**

Contract #:	<b>11-08-051-99</b>	Organization:	<b>Carthage CVB</b>
Project:	<b>Carthage Sesquicentennial</b>	Location:	<b>Carthage</b>

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### **Budget and Expenditures**

State Dollars Awarded:	\$5,000.00	Percent In State	0 %
Revised Award:	\$0.00	Percent Out of State	0 %
State Dollars Reimbursed:	\$2,931.28		
Local Matching Dollars:	\$2,931.29		
Total Project Cost:	\$5,862.57		

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### **Marketing Activity Information**

TV Ads Placed	0	<u>Billboards Leased</u>	0
Radio Ads Placed	0	Internet Ads Placed	0
Newspaper Ads Placed	9	<u>Brochures Distributed</u>	25,000
Magazine Ads Placed	0	<u>Other Marketing Activity</u>	7

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### **Project Outcomes**

Percentage Completed    59%

#### Visitation Description

The Sesquicentennial weekend generated approximately 3,000 visitors and the Commemoration Festival generated approximately 200 visitors.